



WNCN
FAST FORWARD
CAROLINA
on your side online
3221 S. Evans St.
Greenville, NC 27834
252-355-8500

WNCN
3221 South Evans Street
Greenville, NC 27834
(252) 355-8542

CONTRACT

And:

Mentzer Media Services
210 West Pennsylvania Avenue
Suite 250
Towson, MD 21204
USA

Contract / Revision 929135 / 2		Alt Order # 25281452
Product SLFNC		
Contract Dates 10/04/16 - 10/13/16		Estimate # 3675
Advertiser POL/Senate Leadership Fund		Original Date / Revision 09/07/16 / 10/18/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WNCN	Account Executive Katz Washington	Sales Office Katz/Washingto
Special Handling		
Demographic Adults 35+		
Agency Code 9912736	Advertiser Code 275	Product 1/2 365
Agency Ref IN2570/SP271/T0132c		Advertiser Ref
Total Ratings 237.20		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNCN	10/04/16	10/13/16	Local News @ 6a	6a-7a		:30				NM	4	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	--W-F--				2	\$425.00	2.10			
Week:		10/10/16	10/16/16	-T-T---				2	\$425.00	2.10			
2	WNCN	10/04/16	10/13/16	CBS This Morning	7a-9a		:30				NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-T-T---				2	\$325.00	2.80			
Week:		10/10/16	10/16/16	MTWT---				4	\$325.00	2.80			
3	WNCN	10/04/16	10/13/16	CBS This Morning	7a-9a		:30				NM	8	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-TWTF--				4	\$325.00	2.00			
Week:		10/10/16	10/16/16	MTWT---				4	\$325.00	2.00			
4	WNCN	10/09/16	10/09/16	Local News Su 7-8a	7-8a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/03/16	10/09/16	-----S				1	\$140.00	2.10			

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Contract / Revision	Alt Order #
929135 / 2	25281452

Contract Dates	Product	Estimate #
10/04/16 - 10/13/16	SLENC	3675

Advertiser	Original Date / Revision
POL/Senate Leadership F	09/07/16 / 10/18/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
5	WNCN	10/04/16	10/13/16	Local News @ 12p	12p-1230p		:30				NM	8	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/03/16	10/09/16	-TWTF--	4	\$425.00	5.20						
		Week: 10/10/16	10/16/16	MTWT---	4	\$425.00	5.20						
6	WNCN	10/04/16	10/13/16	Local News @ 5p	5p-530p		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/03/16	10/09/16	-T-T---	2	\$400.00	3.80						
		Week: 10/10/16	10/16/16	--T---	1	\$400.00	3.80						
7	WNCN	10/04/16	10/13/16	Local News @ 530p	530p-6p		:30				NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/03/16	10/09/16	--W-F--	2	\$400.00	3.80						
		Week: 10/10/16	10/16/16	-T-----	1	\$400.00	3.80						
8	WNCN	10/04/16	10/13/16	Local News @ 6p	6p-630p		:30				NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/03/16	10/09/16	-T-T---	2	\$1,000.00	6.80						
		Week: 10/10/16	10/16/16	M-W----	2	\$1,000.00	6.80						
10	WNCN	10/09/16	10/09/16	LN Su	11p-1135p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/03/16	10/09/16	-----S	1	\$400.00	2.00						
11	WNCN	10/04/16	10/13/16	Local News @ 11p	11p-1135p		:30				NM	8	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/03/16	10/09/16	-TWTF--	4	\$700.00	3.40						
		Week: 10/10/16	10/16/16	MTWT---	4	\$700.00	3.40						
12	WNCN	10/04/16	10/13/16	Thursday Night Kickoff	730p-825p		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/03/16	10/09/16	---T---	1	\$750.00	7.90						
		Week: 10/10/16	10/16/16	---T---	1	\$750.00	7.90						
13	WNCN	10/08/16	10/08/16	Sat Hour 2	9p-10p		:30				NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/03/16	10/09/16	-----S-	2	\$750.00	0.00						
14	WNCN	10/04/16	10/13/16	NCIS	8p-9p		:30				NM	2	\$9,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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WNCT 9
EASTERN NORTH
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WNCT.com
on your side online
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Contract / Revision	Alt Order #
929135 / 2	25281452

Contract Dates	Product	Estimate #
10/04/16 - 10/13/16	SLFNC	3675

Advertiser	Original Date / Revision
POL/Senate Leadership F	09/07/16 / 10/18/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
Week: 10/03/16 - 10/09/16													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	-T-----				1	\$4,750.00	15.40			
		Week: 10/10/16	10/16/16	-T-----				1	\$4,750.00	15.40			
Week: 10/03/16 - 10/09/16													
15	WNCT	10/08/16	10/08/16	Sat Hour 1	8p-9p		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----S-				1	\$750.00	0.00			
Week: 10/03/16 - 10/09/16													
16	WNCT	10/07/16	10/07/16	Blue Bloods	10p-11p		:30				NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--				1	\$3,250.00	6.70			
Week: 10/03/16 - 10/09/16													
18	WNCT	10/07/16	10/07/16	Hawaii 5-0	9p-10p		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	----F--				1	\$3,000.00	5.20			
Week: 10/03/16 - 10/09/16													
19	WNCT	10/04/16	10/13/16	Survivor	8p-9p		:30				NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	--W----				1	\$4,500.00	7.30			
		Week: 10/10/16	10/16/16	--W----				1	\$4,500.00	7.30			
Week: 10/03/16 - 10/09/16													
20	WNCT	10/04/16	10/13/16	Criminal Minds	9p-10p		:30				NM	1	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----S				0	\$0.00	0.00			
		Week: 10/10/16	10/16/16	--W----				1	\$4,250.00	0.00			
Week: 10/03/16 - 10/09/16													
21	WNCT	10/09/16	10/09/16	Presidential Debate	9-11p		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----S				1	\$4,000.00	0.00			
Week: 10/03/16 - 10/09/16													
22	WNCT	10/10/16	10/10/16	Late Late Show	1235a-135a		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/10/16	10/16/16	M-----				1	\$50.00	0.00			
Week: 10/03/16 - 10/09/16													
E 23	WNCT	10/08/16	10/08/16	Person of Interest	Sa 1135p-1235x		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
		Week: 10/03/16	10/09/16	-----S-				1	\$200.00	0.00			
		<u>Spot Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
		1	WNCT 10/03/16-10/09/16	Person of Interest	Sa 1135p-1235x	-----Sa--	:30		\$200.00	0.00	NM		
<i>Unresolved</i>													
Totals												60	\$58,990.00

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Contract / Revision	Alt Order #
929135 / 2	25281452

Contract Dates	Product	Estimate #
10/04/16 - 10/13/16	SLFNC	3675

Advertiser	Original Date / Revision
POL/Senate Leadership F	09/07/16 / 10/18/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/13/16	60	\$58,990.00	(\$8,848.50)	\$50,141.50
Totals	60	\$58,990.00	(\$8,848.50)	\$50,141.50

Signature: _____ Date: _____

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